



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Hamilton
New York**

BRIEFING OUTLINE

Fort Hamilton

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

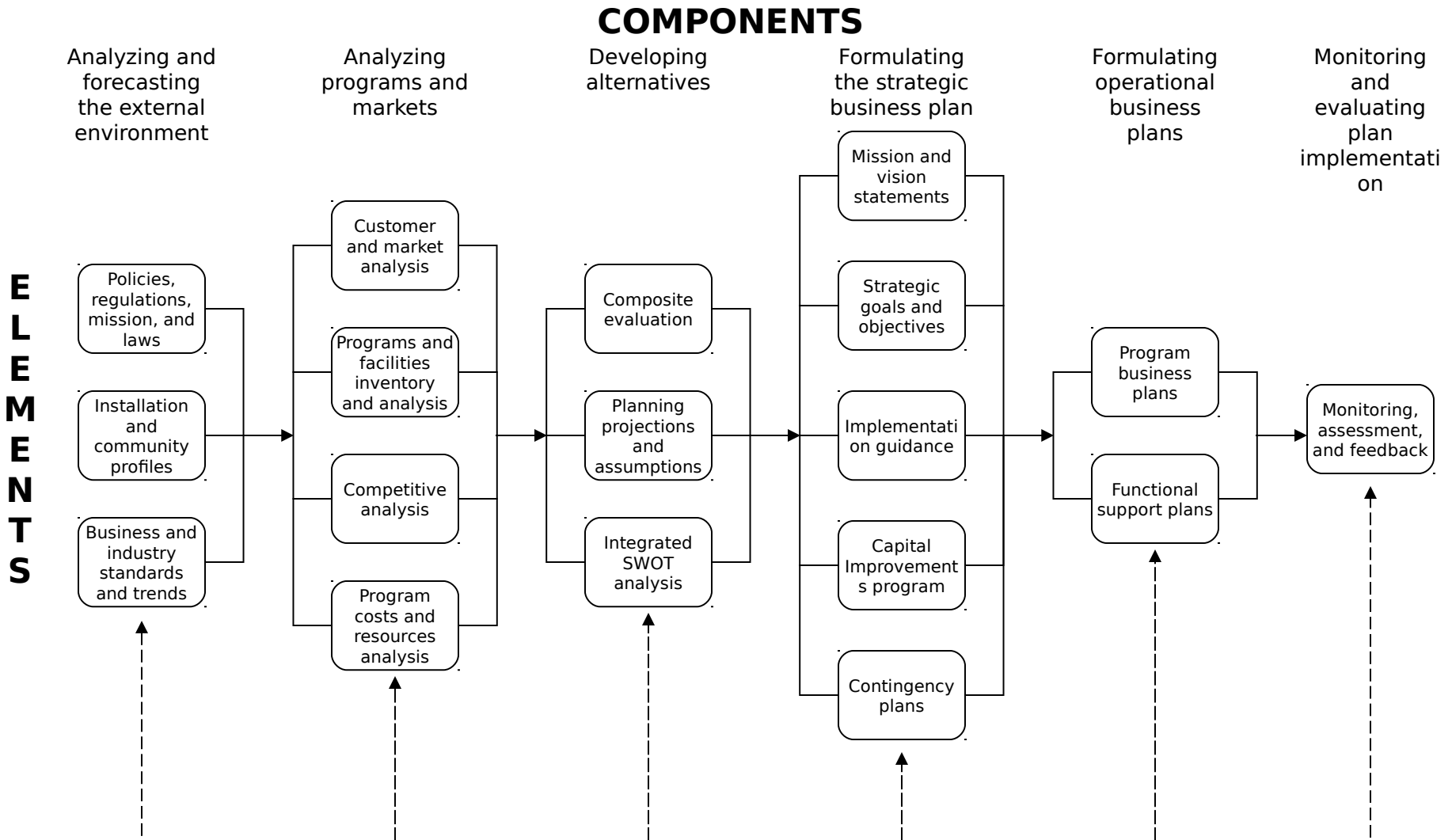
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Fort Hamilton

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Fort Hamilton

PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to 4 patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 2,061 surveys were distributed at Fort Hamilton



SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Fort Hamilton

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Fort Hamilton

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Hamilton:					
Active Duty	2,000	200	62	31.00%	±12.25%
Spouses of Active Duty	1,293	520	52	10.00%	±13.31%
Civilian Employees	700	345	129	37.39%	±7.79%
Retirees	1,577	996	207	20.78%	±6.35%
Total	5,570	2,061	450	21.83%	±4.43%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

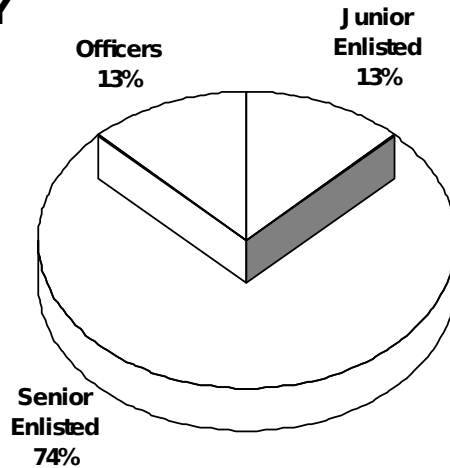
PATRON SAMPLE*

Fort Hamilton

RESPONDENT POPULATION SEGMENTS

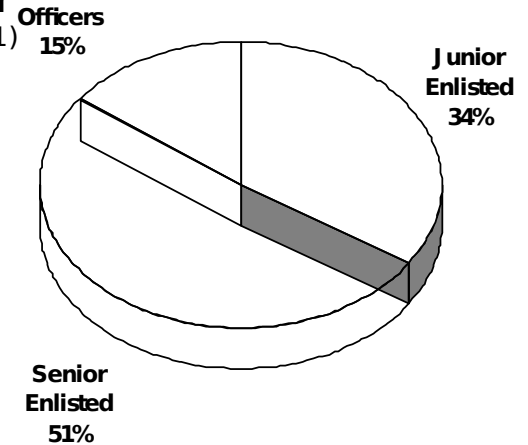
ACTIVE DUTY

(n = 56)



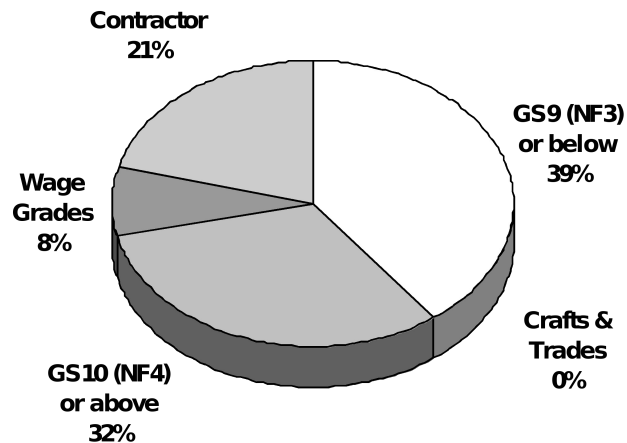
SPOUSES OF ACTIVE DUTY

(n = 41)



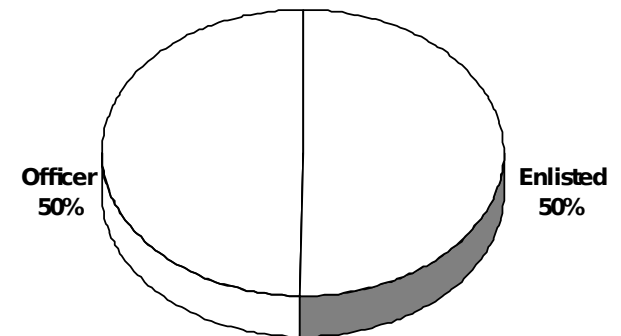
CIVILIANS

(n = 117)



RETIREEES

(n = 139)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Fort Hamilton

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT HAMILTON

Fort Hamilton

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	50%
Bowling Center	37%
Bowling Food & Beverage	36%
Library	26%
Recreation/Community Activity Ctr.	18%

LEAST FREQUENTLY USED FACILITIES

BOSS	3%
School Age Services	9%
Youth Center	11%
Child Development Center	12%
Post Picnic Area	13%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT HAMILTON*

Fort Hamilton

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Bowling Center	4.41
Bowling Food & Beverage	4.30
Youth Center	4.28
Child Development Center	4.21
Fitness Center/Gymnasium	4.07

FACILITIES WITH LOWEST SATISFACTION RATINGS*

BOSS	3.20
Army Lodging	3.22
Library	3.60
School Age Services	3.64
Post Picnic Area	3.87

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT HAMILTON*

Fort Hamilton

FACILITIES WITH HIGHEST QUALITY RATINGS*

Bowling Center	4.34
Child Development Center	4.26
Bowling Food & Beverage	4.25
Recreation/Community Activity Ctr.	3.97
Fitness Center/Gymnasium	3.94

FACILITIES WITH LOWEST QUALITY RATINGS*

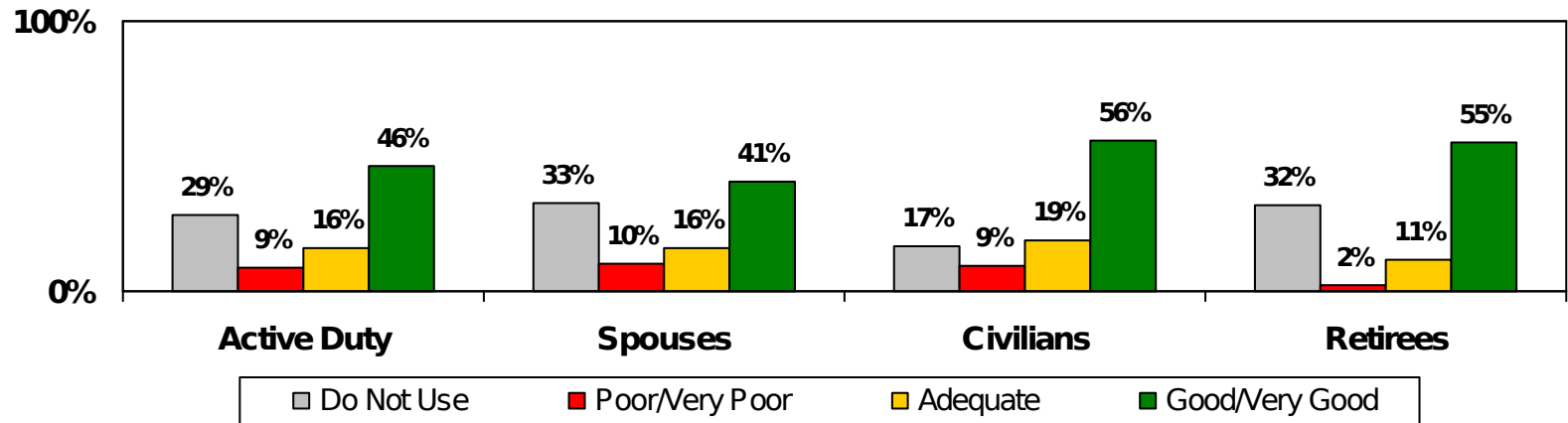
Army Lodging	3.15
School Age Services	3.37
BOSS	3.43
Library	3.44
Post Picnic Area	3.60

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

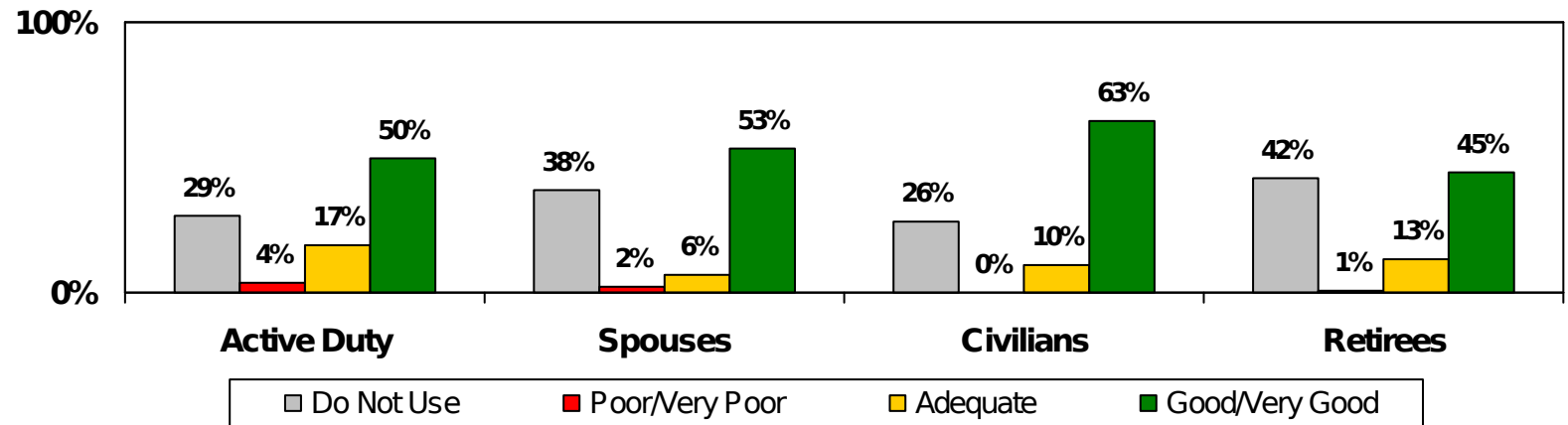
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Hamilton

Quality of On-Post Services



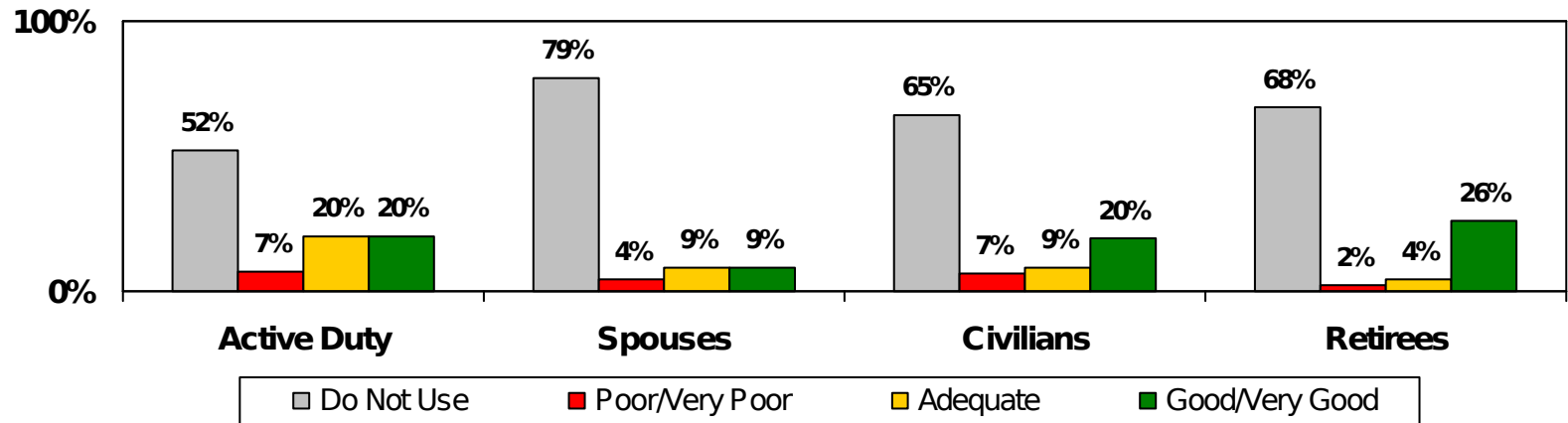
Quality of Off-Post Services



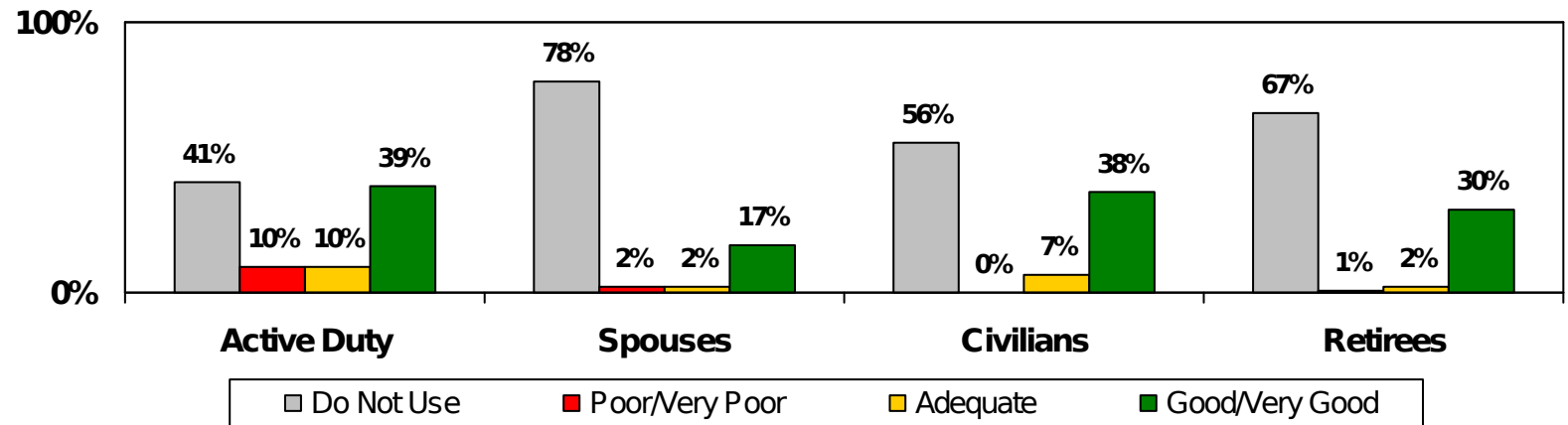
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Hamilton

Quality of On-Post Services



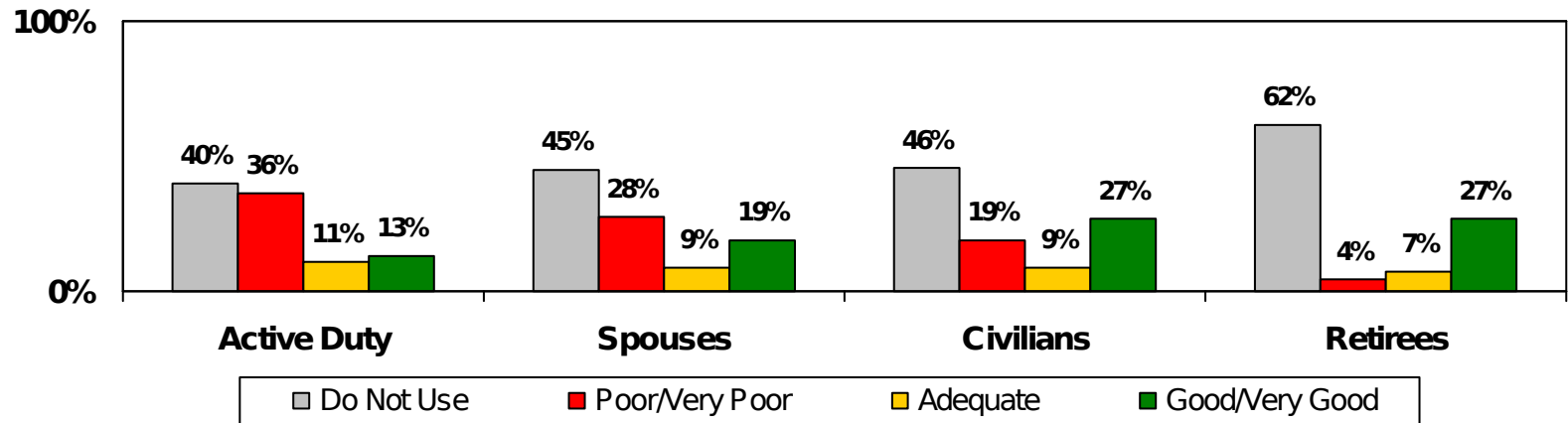
Quality of Off-Post Services



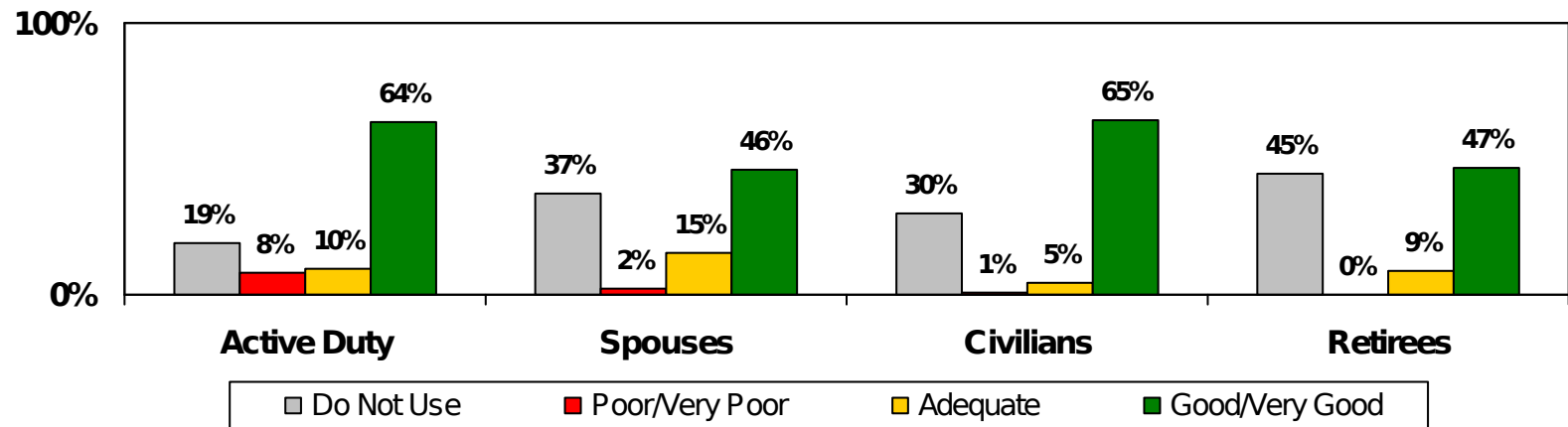
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Hamilton

Quality of On-Post Services

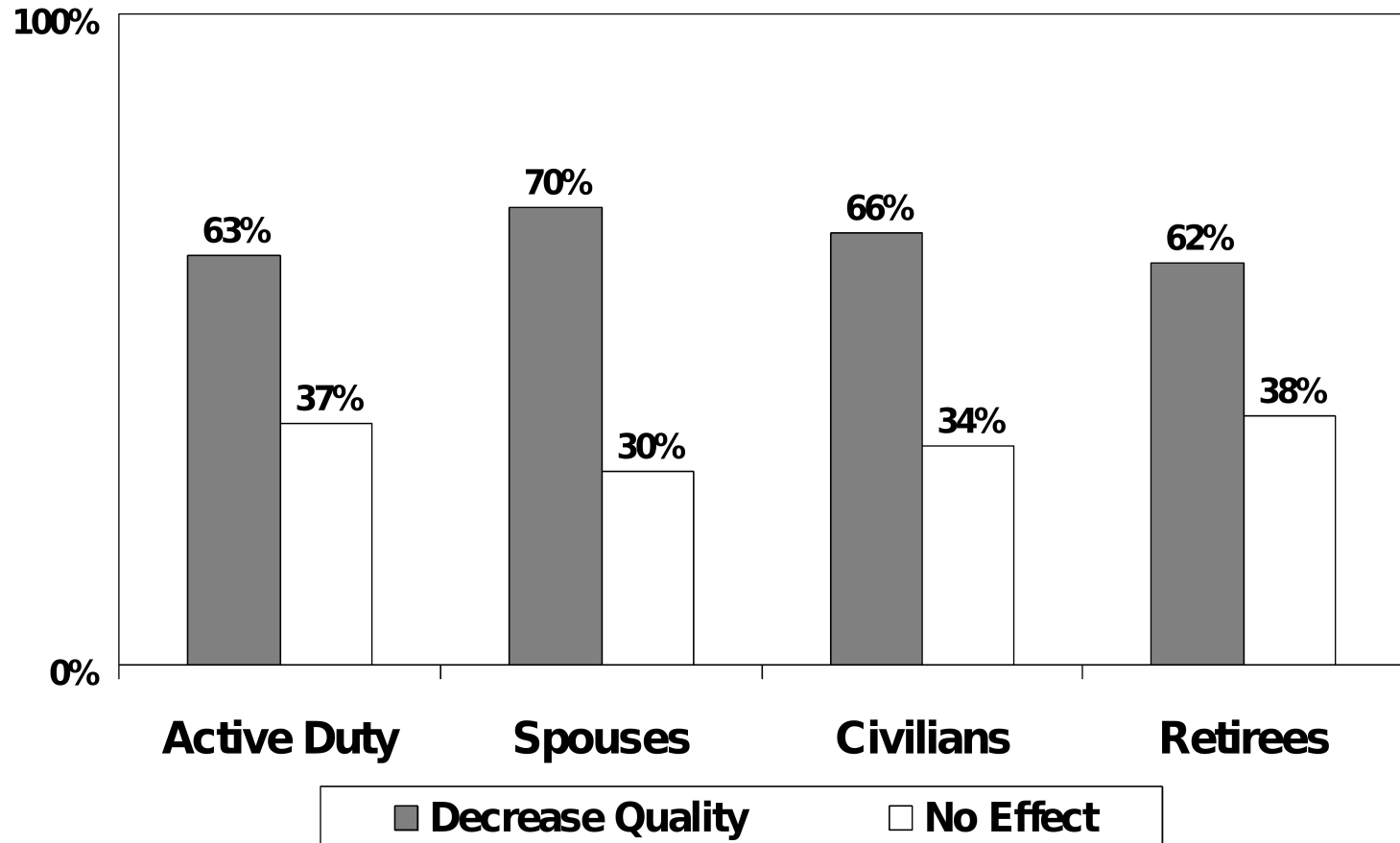


Quality of Off-Post Services



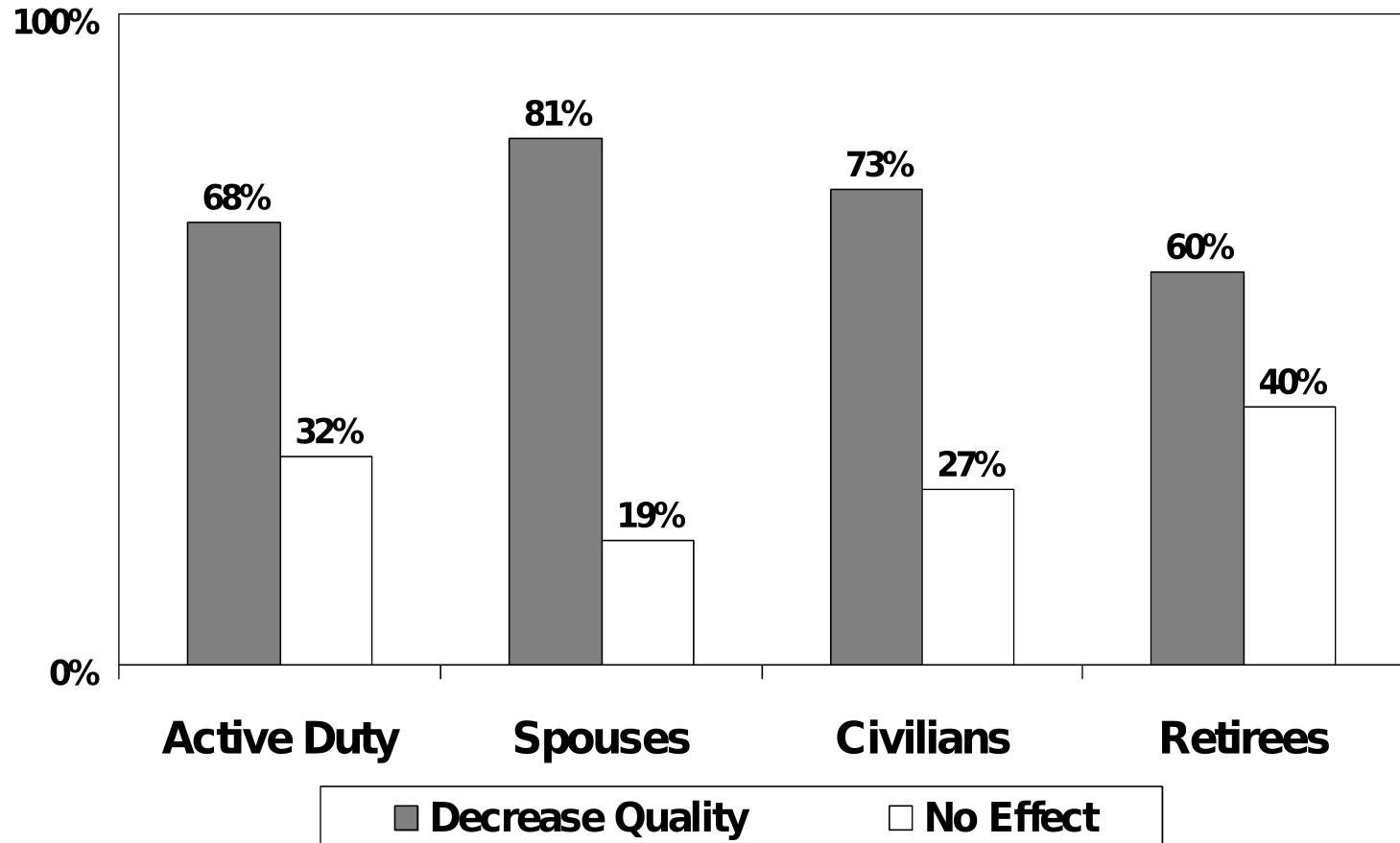
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Hamilton



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Hamilton



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Hamilton

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	79%
Army Lodging	72%
Child Development Center	59%
Library	56%
Youth Center	50%
Swimming Pool	49%
School Age Services	44%

Golf Course Pro Shop	65%
RV Park	61%
Golf Course	56%
Golf Course Food & Beverage	53%
Bowling Pro Shop	50%
Cabins & Campgrounds	50%
Arts & Crafts Center	46%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Hamilton

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	9%	8%	9%	7%	8%
E-mail	24%	14%	48%	6%	20%
Friends and neighbors	15%	28%	20%	16%	19%
Family Readiness Groups (FRGs)	2%	12%	1%	2%	4%
Bulletin boards on post	38%	32%	45%	25%	34%
Post newspaper	31%	32%	50%	38%	36%
MWR publications	22%	10%	34%	20%	20%
Radio	0%	2%	1%	1%	1%
Television	9%	2%	8%	1%	5%
My child(ren) let(s) me know	0%	8%	2%	1%	3%
Other unit members or co-workers	20%	8%	26%	7%	15%
Unit or post commander or supervisor	9%	0%	13%	4%	6%
Marquees/billboards	16%	26%	42%	9%	20%
Flyers	38%	12%	52%	25%	30%
Other	9%	12%	5%	14%	10%
I never hear anything	18%	18%	11%	28%	20%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Fort Hamilton

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	91%	86%
Better Opportunities for Single Soldiers	57%	N/A
Army Community Service	65%	41%
MWR Programs and Services	78%	80%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Hamilton

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	49%	81%	19%
Outreach programs	39%	56%	44%
Family Readiness Groups	46%	75%	25%
Relocation Readiness Program	41%	82%	18%
Family Advocacy Program	43%	70%	30%
Crisis intervention	33%	50%	50%
Money management classes, budgeting assistance	36%	75%	25%
Financial counseling, including tax assistance	38%	71%	29%
Consumer information	33%	88%	13%
Employment Readiness Program	33%	63%	38%
Foster child care	26%	50%	50%
Exceptional Family Member Program	34%	63%	38%
Army Family Team Building	30%	67%	33%
Army Family Action Plan	31%	60%	40%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Hamilton

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	44%	57%	43%
Outreach programs	35%	67%	33%
Family Readiness Groups	62%	87%	13%
Relocation Readiness Program	60%	79%	21%
Family Advocacy Program	62%	89%	11%
Crisis intervention	38%	80%	20%
Money management classes, budgeting assistance	38%	60%	40%
Financial counseling, including tax assistance	46%	75%	25%
Consumer information	25%	67%	33%
Employment Readiness Program	46%	67%	33%
Foster child care	15%	50%	50%
Exceptional Family Member Program	46%	86%	14%
Army Family Team Building	46%	75%	25%
Army Family Action Plan	44%	67%	33%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Hamilton

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	68%	27%
Personal job performance/readiness	59%	29%
Unit cohesion and teamwork	58%	47%
Unit readiness	53%	35%
Relationship with my spouse	50%	26%
Relationship with my children	50%	31%
My family's adjustment to Army life	56%	39%
Family preparedness for deployments	57%	43%
Ability to manage my finances	61%	31%
Feeling that I am part of the military community	58%	43%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Hamilton

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	89%	87%
Helps minimize lost duty/work time due to lack of child care/youth services	89%	87%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	75%	36%
Allows me to work outside my home	75%	93%
Allows me to work at home	60%	80%
Offers me an employment opportunity within the CYS program	33%	100%
Allows me/my spouse to better concentrate on my/our job(s)	89%	86%
Provides positive growth and development opportunities for my children	78%	88%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Hamilton

POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	60%
Personal job performance/readiness	40%
Unit cohesion and teamwork	67%
Unit readiness	40%
Ability to manage my finances	40%
Feeling that I am part of the military community	60%
Relationship with my children (single parents)	0%
My family's adjustment to Army life (single parents)	0%
Family preparedness for deployments (single parents)	33%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Hamilton

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	66%
Going to movie theaters	58%
Entertaining guests at home	50%
Plays/shows/concerts	49%
Special family events	43%
Internet access/applications (home)	43%
Walking	43%
Cardiovascular equipment	41%
Weight/strength training	38%
Bowling	36%

Top 5 for Spouses of Active Duty

Going to movie theaters	70%
Watching TV, videotapes, and DVDs	70%
Cardiovascular equipment	57%
Internet access/applications (home)	56%
Plays/shows/concerts	55%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	60%
Going to movie theaters	53%
Internet access/applications (home)	50%
Entertaining guests at home	48%
Special family events	48%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	59%
Weight/strength training	53%
Going to movie theaters	52%
Entertaining guests at home	45%
Night clubs/lounges	41%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	75%
Going to movie theaters	55%
Plays/shows/concerts	55%
Entertaining guests at home	54%
Walking	52%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Hamilton

Team Sports

Basketball	12%
Softball	8%
Volleyball	7%
Soccer	7%
Self-directed sports tournaments	6%

Outdoor Recreation

Going to beaches/lakes	30%
Picnicking	22%
Bicycle riding/mountain biking	20%
Fishing	14%
Camping/hiking/backpacking	12%

Social

Entertaining guests at home	50%
Special family events	43%
Night clubs/lounges	34%
Dancing	34%
Happy hour/social hour	28%

Sports and Fitness

Weight/strength training	43%
Cardiovascular equipment	41%
Weight/strength training	38%
Bowling	36%
Group exercise classes	23%

Entertainment

Watching TV, videotapes, and DVDs	66%
Going to movie theaters	58%
Plays/shows/concerts	49%
Festivals/events	36%
Attending sports events	34%

Special Interests

Internet access/applications (home)	43%
Automotive detailing/washing	24%
Trips/touring	23%
Gardening	22%
Computer games	21%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Fort Hamilton

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Cardiovascular equipment	28%	13%	41%
Bowling	27%	9%	36%
Reading	26%	N/A	26%
Weight/strength training	24%	14%	38%
Reference/research services	19%	N/A	19%
Internet access (library)	19%	N/A	19%
Watching TV, videotapes, and DVDs	19%	48%	66%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

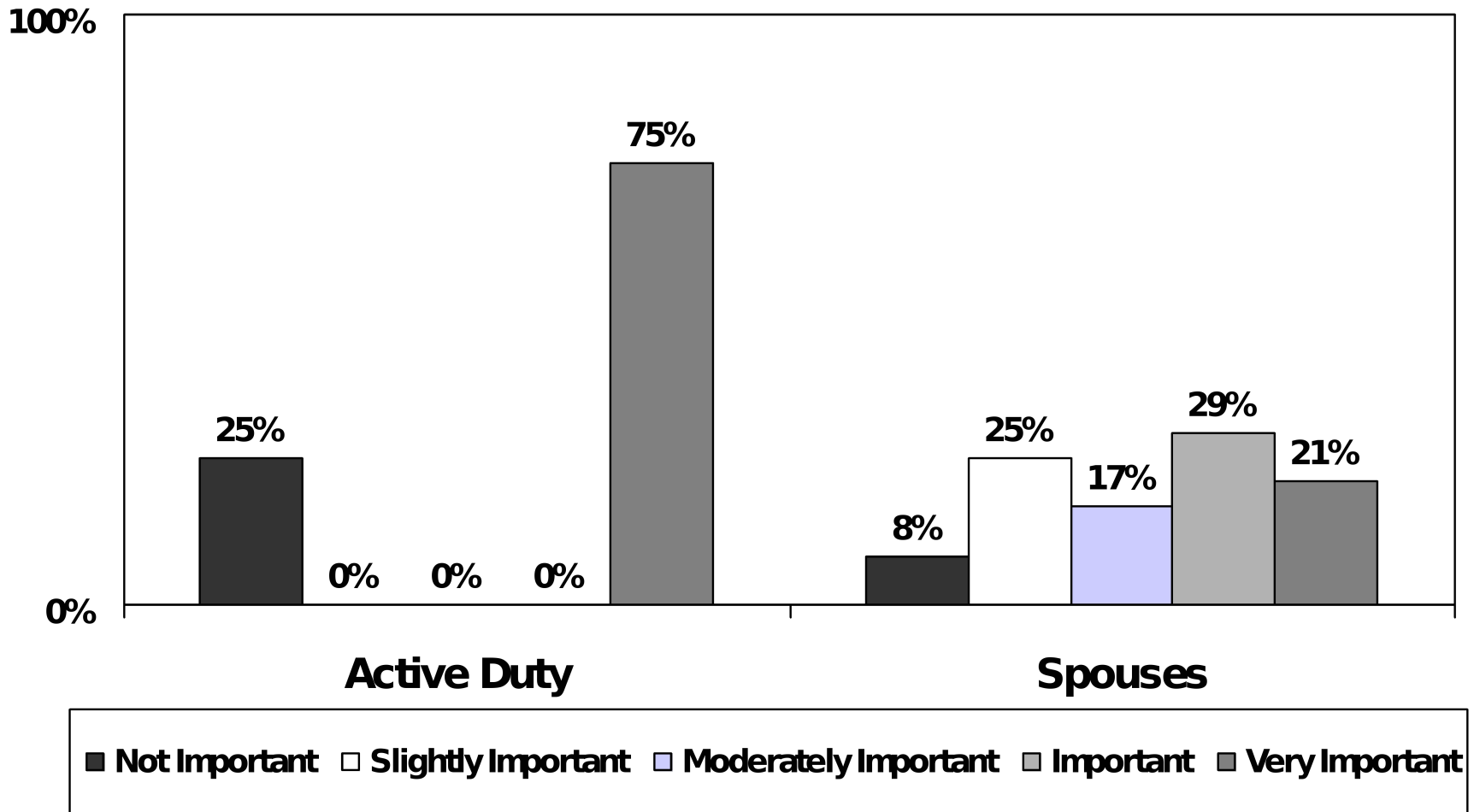
Fort Hamilton

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	2%	6%	35%	43%
Automotive detailing/washing	2%	14%	9%	24%
Trips/touring	0%	23%	0%	23%
Gardening	0%	2%	21%	22%
Computer games	1%	2%	18%	21%
Automotive maintenance & repair	0%	13%	7%	20%
Digital photography	0%	5%	14%	20%

*Top 7 special interest activity preferences ranked by overall participation.

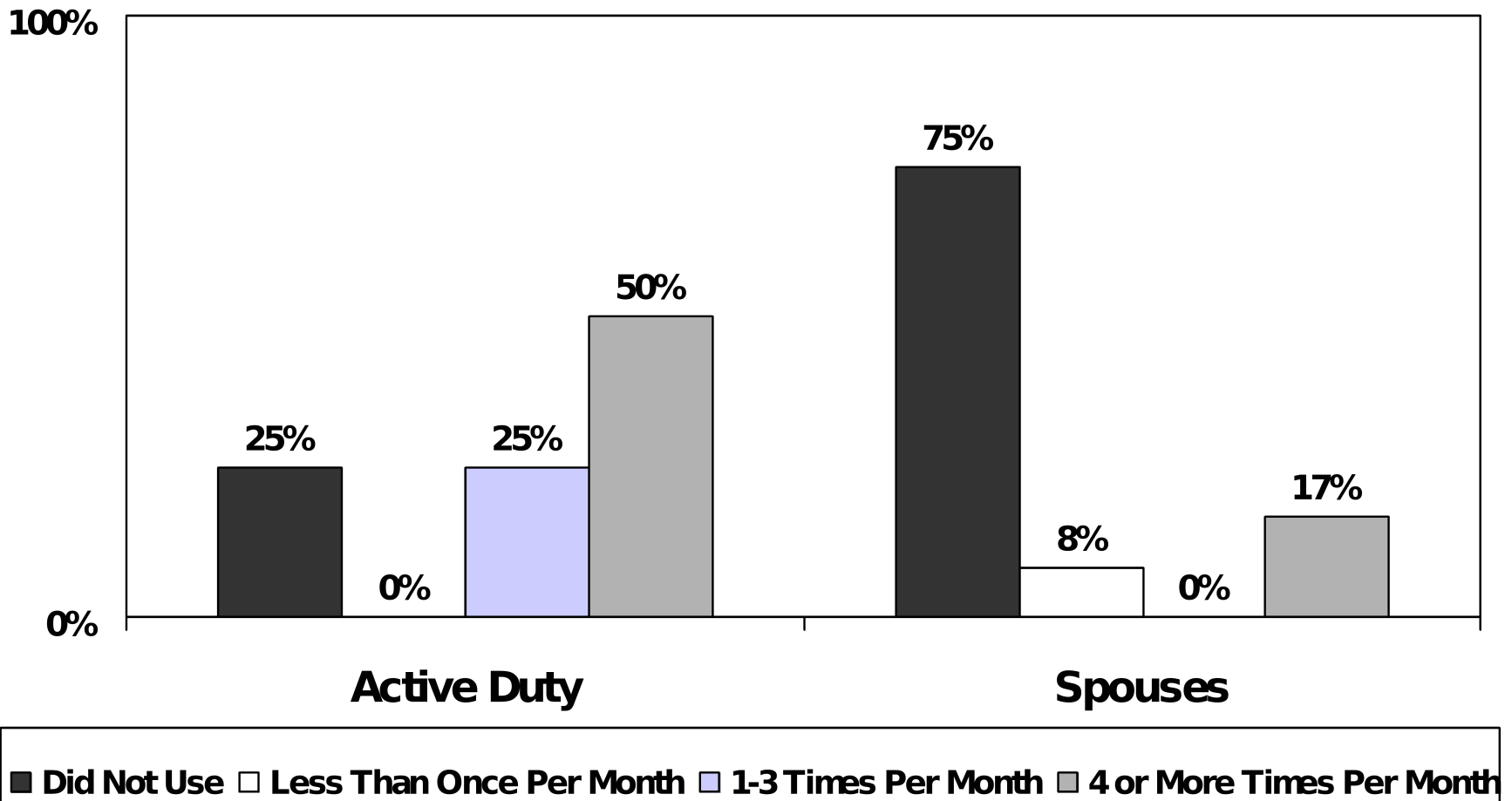
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Hamilton



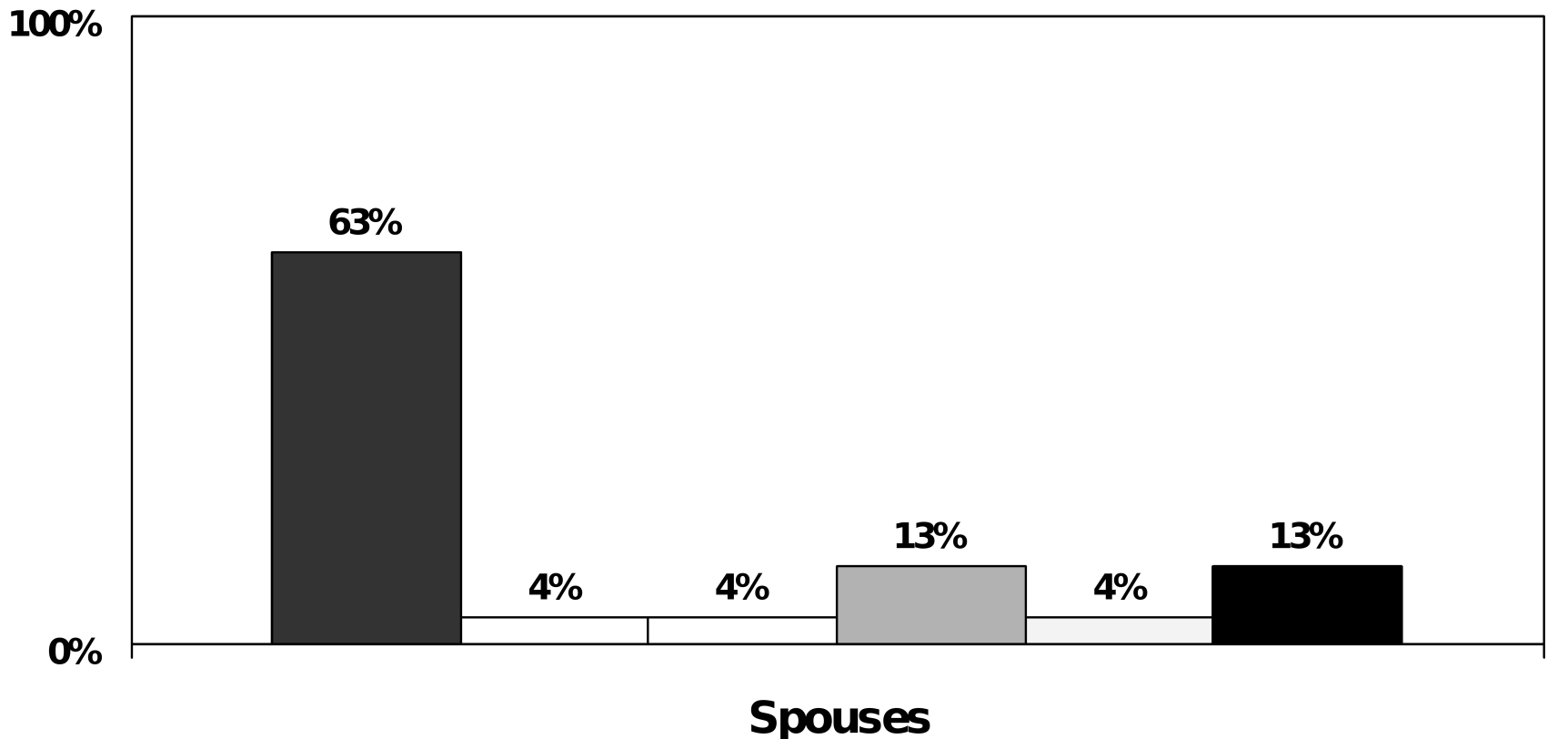
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort Hamilton



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Hamilton



■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Hamilton

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	2%
Probably will not make military a career	14%
Undecided	36%
Probably will make military a career	8%
Definitely will make military a career	40%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	20%
Not Sure	30%
Yes	50%

NEXT STEPS

Fort Hamilton

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)